

THERMOS

WE WANT THE PEOPLE OF NORWICH TO KNOW ALL ABOUT THERMOS

Thermos does something that never was done before—it keeps hot without fire, keeps cold without ice. In the saving of fuel and ice alone Thermos will pay for itself in thirty days' time.

To test the efficiency of Thermos, fill the bottle with chopped ice, cork tightly and close with the screw cap cup, place in a vessel of boiling water and boil for 72 hours, then lift out with bath towel (to keep from burning hands) and within the bottle you will still have your ice. Remove the ice from bottle and fill with boiling hot water, cork tightly, pack in a bucket of ice and salt, after 24 hours lift out with bath towel (to keep from freezing your hands) and you will still have within the bottle steaming hot water.

There is really nothing wonderful about the principle of Thermos, in fact it is so simple that the only wonder lies in the fact that the idea has never before been made practical use of. It is the employment of the scientific fact that heat can not radiate from a center surrounded by a vacuum wall; wonderfully simple yet simply wonderful in the results obtained. It is the invention of Professor Reinhold Burger, of Berlin, perfected and commercialized by American brains.

What Thermos does everybody wants done; what Thermos saves everybody wants saved. That which pays for itself in one month is cheap at any price; therefore Thermos from \$1.00 up is within the reach of every wage-earner in the land. Supplying a universal demand at a price within reach of all, Thermos will unquestionably have a universal sale. Thermos is therefore a standard piece of merchandise and will be carried in stock by all good dealers for that reason.

There are fifty thousand dealers throughout the civilized world who now sell Thermos bottles. A large majority of this vast army of merchandisers have been under the impression that Thermos is a luxury, an article for the sportsman, the automobilist, the yachtsman, the huntsman, the fisherman, the traveler, an article to sell to the carriage-trade; in a word, a luxury for the leisure classes. We have during the past 24 months expended nearly a quarter of a million dollars in advertising to prove this impression erroneous and today in the largest cities of the country the greatest sale of Thermos products is to the great middle and wage-earning classes, used by them as a real necessity.

Thermos is a necessity for the home, every time a baby is born into the world. Thermos is a necessity for the sick room every time disease, accident or old age terminates a human life.

The young mother with a bottle-fed infant gladly purchases two or more of these bottles so that she may not be compelled to risk her health and the health of her child; to lose her rest through heating baby's bottle in the night. The home that contains an ailing or aged person, will willingly expend the sum necessary to provide for the comfort

of its sick, and to save the footsteps of those in charge of the invalid.

You can thus see that with the great necessity for Thermos at the beginning of a life and the ending of a life, with all the intermediate outlet during the seven ages of man intervening, it can not but be a staple article of merchandise.

Physicians have tested Thermos and proved to their satisfaction that no chemicals are employed, and are today unhesitatingly prescribing Thermos. Professional nurses are enthusiastic over its possibilities in hospital wards and sick rooms. Railway employes, stone and brick masons, carpenters, and all classes of skilled and common laborers are readily convinced of the value of Thermos to supply hot soup or coffee in winter, ice cold tea, coffee or milk in summer at the noonday meal, miles from home or source of food supply.

The foremost American writer and philosopher of the present generation lists the seven modern wonders of the world as follows:

THE ELECTRIC TROLLEY CAR
THE INCANDESCENT LAMP
THE TELEPHONE
THE AUTOMOBILE
THE AEROPLANE
THE STEEL-SKELETON SKY-SCRAPER.
THERMOS the BOTTLE

Thermos is with President and Mrs. Taft in the White House; it accompanied Commander Peary and his men to the North Pole; Lieut. Shackleton's English Expedition carried Thermos within 111 miles of the South Pole. Thermos was the companion of ex-President Roosevelt in Africa. The Count Zeppelin line of air-ships in Germany employ Thermos in the serving of food products to passengers one mile above the face of the earth. All of the aeronauts carry Thermos with them on their journeys through cloudland. Richard Harding Davis carried Thermos on his expedition to the Congo and displayed ice for the first time to the natives at the equator. Thermos is a part of the equipment of every palace of royalty throughout the continent of Europe. But best of all Thermos is speedily finding its way into the homes and dinner pails of the great common people and is already considered one of humanities' chief beneficiaries.

The foregoing deals almost exclusively with past events and results already secured. In December we commenced deliveries on the new Thermos carafe for hotel use and have already equipped or contracted to equip the following leading hotels and clubs:

La Salle Hotel, Chicago, Ill.
Hotel Knickerbocker, N. Y.
Sherman House, Jamestown, N. Y.
Hotel Griswold, Detroit, Mich.
Cadillac Hotel, Detroit, Mich.
Algonquin Club, Boston, Mass.
Colony Club, N. Y.
Laurelton Hotel, N. Y.

Belleclair Hotel, N. Y.
Powers Hotel, Rochester, N. Y.
Brighton Hotel, Atlantic City, N. J.
Stratford Hotel, Chicago, Ill.
Vanderbilt Hotel, N. Y.
Roycroft Inn, East Aurora, N. Y.
Pontchartrain Hotel, Detroit, Mich.
Metropolitan Club, N. Y.
New York Yacht Club, N. Y.
Hotel Raleigh, Washington, D. C.
Touraine Hotel, Boston, Mass.
Hotel Aragon, Jacksonville, Fla.
Chicago Club, Chicago, Ill.
Marlborough-Blenheim, Atlantic City, N. J.

The advantage of the Thermos carafe for hotel use is represented by the saving in ice and labor for the hotel, as the Thermos carafe placed in room of guest supplies him with ice water for three days and nights, whereas under the present system four and five calls every 24 hours is the prevailing average; night and early morning bell boy service is therefore obviated. The advantage to the guest lies in the fact that on the stand at the side of the bed is the Thermos carafe filled with ice water ready for use any hour of the day or night, thus avoiding long waits and the expense of tips to the bell boys.

It is in our opinion merely a question of time until every club and hotel of the first class will adopt the Thermos method of serving ice water both in dining and guest rooms. This addition to the Thermos family will materially increase our output in 1912 and all subsequent years.

In the event of surmounting the difficulties in the production of a Thermos vessel that will stand the rough usage incident to transportation of food products such as a milk can, butter or oyster tub, etc., etc., the present size of the Thermos plant would undoubtedly be increased 100-fold.

HONORS AWARDED THERMOS.

Grand Prize, Alaska-Yukon-Pacific Exposition, Seattle, 1909.
Gold Medal, German Army, Marine & Colonial Exhibition, Berlin, 1907.
Grand Prize, International Exhibition Hunting and Fishing, Antwerp, 1907.
Gold Medal, Paris, 1907.
Diploma of Honor, Antwerp, 1907.
Diploma of Honor, Madrid, 1907.

It certainly looks very much like the boomers of Norwich are going to secure for their city the Thermos industry in which case every advertisement of this company will be signed—Thermos on the Thames at Norwich, Conn.

Very truly yours,
AMERICAN THERMOS BOTTLE COMPANY,
Per Wm. B. Walker, Pres.